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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Robert Allan Unger

Examiner:

Serial Number: 09/711,448

Art Unit:

Filed: November 13, 2000

For: "Method and System for Providing Alternative, Less-Intrusive Advertising That Appears During Fast Forward Playback of a Recorded Video Program"

**INFORMATION DISCLOSURE STATEMENT**  
\_\_\_\_\_UNDER 37 C.F.R. § 1.97(b)\_\_\_\_\_

Assistant Commissioner for Patents  
Washington, D. C. 20231

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicants bring to the attention of the Examiner the documents listed on the attached Substitute for Form 1449A/PTO. Copies of the listed documents are attached. Applicants are submitting these documents to comply with the requirements of 37 C.F.R. §§ 1.56 and 1.97. Applicants have not read all of these documents although Applicants understand that they may be relevant to the claimed invention. Applicants respectfully request that the Examiner consider the listed documents and indicate that they were considered by making appropriate notations on the attached form.

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D. C. 20231, on this 20<sup>th</sup> day of December, 2000.

Signed: 

Dated: 12/25/2000  
378439.1

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art". If the Examiner applies any of the document(s) as prior art against any claim in the application and Applicants determine that the cited document(s) do not constitute "prior art" under United States law, Applicants reserve the right to present to the Office the relevant facts and law regarding the appropriate status of such document(s).

Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 50-0581.

Respectfully,

PARSONS BEHLE & LATIMER



Steven L. Nichols  
Registration Number 40,326  
Attorneys for Applicants  
201 South Main Street, Suite 1800  
Salt Lake City, Utah 84111  
Telephone: (801) 532-1234  
Facsimile: (801) 536-6111

December 20, 2000  
Salt Lake City, Utah

**Complete if Known**

(use as many sheets as necessary)

Sheet

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of

1

Application Number

09/711.448

Filing Date

November 13, 2000

**First Named Inventor**

Robert Allan Unger

Group Art Unit

Examiner Name

Attorney Docket Number

08238.006

[illegible][illegible]Date  
Considered

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.